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For Immediate Release

Back-To-School Festival Announced at King Park

Milwaukee, WI (Aug. 1, 2014) – Amid carnival games, youth talent contests, and gospel performances, about 5,000 Milwaukee-area youths will receive backpacks filled with school supplies at the Dr. Martin Luther King Jr. Back-To-School Festival, Saturday, Aug. 9, in King Park, 1531 W. Vliet St. The festival runs from 11:30 a.m.-6 p.m.

“Our 20th year of the festival demonstrates how partnerships empower our youth and equip them for learning,” said Joshua Posey, president of King Advisory, Inc. and producer of the Back-To-School Festival.

For families with back-to-school budgets that are stretched thin, the festival highlight is the free backpack and school-supply giveaway. From noon-2 p.m., families may register for the giveaway. Children must be present for both the registration and the backpack distribution at 4 p.m.

Entertainment stages will include the Gospel Pavilion and the Youth Talent Stage. Performers will be selected through auditions.

The annual 3-on-3-basketball competition will be accepting teams through the day of the festival.

Rounding out the festival are games with prizes of books and school supplies, art and craft activities for the kids, health- and community-information booths, and food and beverage vendors.

“We are grateful for the generous support of this year’s sponsors and volunteers,” said Posey. “The community really comes together to make sure our children get off to a good start.”

“The Dr. Martin Luther King Jr. Community Center is proud to have partnered with King Advisory for the past 20 years,” said Community Center Director Dee McCollum. “This event supports our motto: ‘Building Character, Families, and Communities.’”

For details, visit <https://www.facebook.com/events/852688161426614/>. For additional information or to schedule an audition, call Joshua Posey at (414) 7884-7716 or email jposeyb2s@gmail.com.

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